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RESPONSE UNDER 37 C.F.R. 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP ART UNIT 2125**OFFICIAL****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Todd R. COLLART

Application No.: 09/295,856

Filed: April 21, 1999

For: SYSTEM, METHOD AND ARTICLE  
OF MANUFACTURE FOR  
TRANSMISSION OF  
ADVERTISEMENTS BASED ON THE  
CONTENT OF AN ELECTRONIC  
STORAGE MEDIUM (as amended)


Examiner: Paul L. RODRIGUEZ

Art Unit: 2125

Confirmation No.: 7668

Docket No.: 1A 1506.01A US

**AMENDMENT AND RESPONSE UNDER 37 CFR §1.116**MAIL STOP AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

CERTIFICATE OF FACSIMILE TRANSMISSION	
I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office Fax No. 1703 746 7439 on:	
November 5, 2003	Renee M. Frezza
(Date)	(Type or print name)
	
(Signature)	

Dear Sir:

In response to the outstanding final Office Action mailed September 8, 2003, please amend the above-identified Application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.